

Little Page  
Off his Beat  
a Photoplay in 2 reels  
Author & Photoplay  
Christie Film Co. Inc.  
USA

OCT 13 1925

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**PRESS SHEET**

**WALTER HIERS COMEDIES**

OCT 13 1925

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**WALTER HIERS**  
*in*  
**"OFF HIS BEAT"**



Produced by Christie  
Directed by Archie Mayo



**EDUCATIONAL FILM EXCHANGES, Inc.**  
MADE IN U. S. A.



## HIERS' POPULARITY IN TWO-REEL COMEDIES SURPASSES BIG STARS

### Second Series Follows Highly Successful Advent in Short Laughmakers—Big Box-Office Attractions

Walter Hiers' first series of two-reel comedies was in the nature of an experiment. The second series is made with the confidence that comes with knowing that Walter Hiers has been accepted as a star in two-reel comedies, bigger, better and more popular than he ever was in the longer subjects in which he appeared for years.

Hiers today is one of the biggest box-office attractions in two-reel comedies—which means that he is also one of the biggest box-office attractions on the screen, for the time has come when two-reel comedy stars are as important to the box-office of the up-to-date exhibitor as are the stars in the longer attractions.

"Off His Beat," the first of the new series of Walter Hiers Comedies, contains all the fast action, the side-splitting situations, the clever comedy and the real, rafter-shaking laughs that you expect to find in a comedy. The production quality is as high as the highest, and the entire picture will rank with your patrons as one of the best they have seen in many moons.

#### The Story

Walter and Bill, members of the police force, have bachelor quarters together. As Walter goes to get the morning milk, he finds an abandoned baby on the doorstep. He takes the baby upstairs to Bill and they decide to adopt the child.

The baby starts to cry and as Walter and Bill try to quiet it, the phone bell rings. It is Evelyn, Walter's fiancée, and she hears the baby's cries and asks Walter if he has a baby. He says no, and she tells him he is a deceiver—that she knows he has a wife and child and that she is coming right over to investigate.

They hide the baby as Evelyn and her father arrive. Evelyn looks for the baby but cannot find it. Walter looks at his watch and says that they have five minutes to join the parade, and they all leave.

Bill and Walter are in the band, and as the parade starts their landlady rushes up and hands Walter the baby, telling him they will have to move as no children are allowed. It is necessary to take the baby with them. Walter and Bill take turns carrying the child.

After the parade Walter is on duty as a traffic cop and Bill has the baby out for an airing. Another cop calls to him and he takes the baby to Walter, telling him to take care of it. While Walter's back is turned, a reckless driver comes tearing down the street and the baby carriage becomes caught in the car and is dragged along.

Evelyn and Walter start in pursuit. As the auto crosses the railway tracks, the carriage becomes detached and stops on the track. A train is coming



For Electro Order No. 3817-E  
For Mat (free) Order No. 3817-M

and Walter and Evelyn try to beat it to the crossing. Walter then hops on front of the engine, and, hanging on the cowcatcher, snatches the child from under the wheels of the engine.

Explanations—and forgiveness from Evelyn.

#### WHO'S WHO in "Off His Beat"

Walter ..... WALTER HIERS  
Bill ..... Bill Blaisdell  
Evelyn ..... Evelyn Francisco  
Her Father ..... Jack Duffy  
Directed by Archie Mayo

#### EXPLOITATION

Walter Hiers is just as big a drawing card in two-reel comedies as he was in feature pictures.

You have his name—one of the most valuable on the screen—with which to appeal to your prospective patrons—on the posters, slides and lobby photos, and on the trailer available on each picture of this series through the National Screen Service.

Are you capitalizing on the value of this name?

Are you taking advantage of this star's reputation?

Or are you putting it to one side, allowing yourself to bear the loss through neglecting to advertise, exploit and ballyhoo the picture in which this immensely popular star appears?

Good showmanship dictates that every item on your program should pay you a profit. You can make the Short Subject pay you this profit by taking advantage of the natural pulling power of this star's name by including in your lobby and on your poster boards a liberal supply of the accessories furnished on this business-bringing two-reeler.

#### PARAGRAPHS For Your Program

In addition to the longer picture—Walter Hiers in "Off His Beat"—His latest and funniest comedy.

\* \* \*

Treat yourself to a rib-tickling, hilarious half-hour of clever comedy—Walter Hiers in "Off His Beat."

\* \* \*

If you want a real hearty half hour of laughter, don't miss Walter Hiers in his latest two-reel comedy, "Off His Beat."

\* \* \*

Beat this if you can—"Off His Beat," a two-reel comedy with Walter Hiers and a big comedy cast. Two thousand feet of hilarity.

\* \* \*

You'll pronounce "Off His Beat," Walter Hiers' latest two-reel comedy, one of the funniest you've seen in a 'coon's age.

## "An Actor—And A Comedian"

Walter Hiers' genial personality—on the screen and off—his jovial good nature, and his real ability as a comedian, which places him in the very front rank of comedy actors, make him an especially good bet for getting publicity. He is known to and liked by all the fans, and the newspaper motion picture editors as well.

Exhibitors Herald says of Hiers:

"There have been many rotund comedians, most of them funny, but Hiers seems different. He is not, as have been some of these, merely fat. He's an actor as well, and a comedian."

Use this two-column cut for newspaper publicity—on this picture or any picture in the Hiers series. Your newspaper editor will welcome it if you give it to him in electro or mat form with a story about Hiers.



WALTER  
HIERS in  
EDUCATIONAL-  
WALTER HIERS COMEDIES.

For electro order No. 3818-E  
For mat (free) order No. 3818-M

### Walter Hiers Plays "Cop" for First Time

(Newspaper review for use after showing of picture)

Walter Hiers is delighting patrons of the ..... Theatre with two reels of comedy, "Off His Beat," which presents the popular star of feature length pictures in his first screen appearance in the uniform of "one of the finest."

Hiers is seen as a policeman in this picture. The story revolves around an abandoned baby, which the policeman finds on his doorstep, and his efforts to conceal it from both his sweetheart and his landlady.

As with other Hiers Comedies, a very capable cast surrounds the big comedy star. Evelyn Francisco, Jack Duffy and Bill Blaisdell, all known to picture theatre audiences, are seen in supporting roles, and the direction is by Archie Mayo.

The comedy is clever and filled with laughs, while the production quality of photography, continuity and detail rank exceptionally high.

### CUT-OVER CUES FOR OPERATORS

Following is operator's cue for cut-over at end of first reel.

Long shot of room as policeman removes pail from Jack Duffy's foot, lifts Duffy to his feet, putting hat on Duffy's head. This is followed immediately by END OF PART ONE title.

Following is cue for cut-over at end of second reel.

Fade-out on open scene of Hiers running down road besides railroad track with trousers afire. This followed immediately with THE END.

### "Who's-it" Contest for the Hiers Kiddie Fans

Select any good photograph of Walter Hiers and have it divided up in a number of odd size pieces, the regular "jig-saw" puzzle form.

Next, have your printer set these in mixed up order on a herald for throw-away purposes. Offer free passes to the children who bring back the first twenty-five correctly assembled and most neatly arranged solutions to the puzzle.

**There is extra money to be made by careful selection and enthusiastic exploitation of Short Subjects.**  
**ARE YOU GETTING YOURS?**



## HIERS MAKES 'EM BETTER IN TWO THAN IN SEVEN

**"Off His Beat," Rotund Star's Latest, Real Comedy, Packed with Laughs**

(Newspaper review for use after showing of picture)

As if to prove his belief that better comedies could be made in two reels than were possible in pictures of longer length, Walter Hiers, starred in the Educational-Walter Hiers Comedy, "Off His Beat," which is at the..... Theatre this week, is providing patrons with two reels of regular side-splitting comedy of the kind that everyone in the audiences is enjoying immensely.

The rotund Walter is seen as a "cop," with Bill Blaisdell as a brother officer. An abandoned baby is left on the doorstep of the bachelor policeman and complications start when Walter's sweetheart accuses him of being a husband and father.

Further complications are added when the landlady of their bachelor quarters objects to children and ejects them and the baby on the day of a big police parade in which Walter carries the infant.

A real "punch" finish is provided the comedy when Walter rescues the baby from the pilot of a speeding freight train. This sequence is very thrilling and brings a real gasp when Walter snatches the baby from before the rushing locomotive.

Evelyn Francisco, Bill Blaisdell and Jack Duffy, the funny "Grandpa" of many comedies, support the star under the capable direction of Archie Mayo.

### ARCHIE MAYO DIRECTS HIERS

(Advance publicity note)

Archie Mayo, well-known comedy director for Christie, who has directed several of Walter Hiers' comedies for the past year, is responsible for "Off His Beat," which will be at the..... Theatre..... starring the corpulent Walter. Other Hiers pictures he has directed include "Oh Bridget," "Tender Feet" and "A Rarin' Romeo."

**See page five for suggested exploitation stunts on Walter Hiers Comedies that will bring extra dollars into your box-office.**

## WALTER HIERS MAKES SECOND SERIES OF TWO-REEL COMEDIES

### Newspaper Cut



**WALTER HIERS**  
in a scene from  
**"OFF HIS BEAT"**

Educational-Walter Hiers Comedy  
For electro order No. 3819-E  
For mat (free) order No. 3819-M

### Hiers Performs Real Thriller in Comedy

(Prepared as advance publicity story)

A bit of action, as thrilling and as dangerous as anything every attempted by hero-stars in the serial-thrillers, is performed by Walter Hiers, starred in the new Educational-Walter Hiers Comedy, "Off His Beat," which will be at the..... Theatre.....

Hiers is seen as a policeman in the two-reeler, and in one of the sequences rescues a baby which lies on the tracks in the path of the speeding freight train. Walter gets on the cowcatcher of the locomotive and, as the train bears down on the infant, snatches it from the baby buggy just in time.

"Off His Beat" is the first of a new series of comedies which the heavy-weight star is making, following the success of his first six two-reelers made last season. Hiers, it will be remembered, was a popular star in longer features, but through his clever work in two-reel comedies he has added immensely to his popularity.

### Success of Rotund Star Brings New Contract for Six Fun Pictures

(Prepared as advance publicity story)

So successful was the first series of two reel comedies made with the popular feature star, Walter Hiers, in the featured roles, that the producers have signed a second contract with the rotund star which calls for a second series of six of these Walter Hiers Comedies.

The first picture of the new series, "Off His Beat," will be seen ..... at the ..... Theatre, which has contracted for these popular comedies.

Hiers was for years in feature productions, appearing in very prominent rolls in Paramount Productions over a period of seven years. Previous to that he had appeared in other feature length subjects and before that had been starred in a series of two-reel pictures where his ability attracted the attention of the producers of the longer pictures.

Hiers believes that a comedy star has more opportunity to show his laugh-making ability in the shorter comedies than in the longer pictures, and the success of his first series bears out his theory.

"Off His Beat" will present the rotund star in the character of a policeman, the first time he has essayed such a part. He will be supported by Evelyn Francisco, Bill Blaisdell and Jack Duffy, under the direction of Archie Mayo.

### SUPPORTING WALTER HIERS

(Advance publicity note)

Evelyn Francisco, who was chosen for Walter Hiers' leading lady in his comedy, "Off His Beat," has appeared in several Educational-Christie Comedies, opposite Bobby Vernon and Neal Burns. She is sister of Betty Francisco, well known screen actress. Jack Duffy, who is noted for his characterizations of old men, also supports Walter, and plays the part of the head of the police band, and Bill Blaisdell, who usually plays the villain, has a good part, playing the role of Walter's pal.



For electro  
Order No. 3823-E  
For mat (free)  
Order No. 3823-M



## Tie-ups That Are Good All Year Round

A tie-up on one of the longer feature pictures, no matter how good, is suitable for use only for a short time—for a week or two just prior to your showing. A tie-up stunt on a series of two-reel comedies is good all the year round. A window display arranged with a local merchant on Walter Hiers Comedies does not have to wait for a certain date to go in, and then lose all its value in a few days. You can put in the window display at any time, and it can remain there indefinitely, bringing you added business every time you book a new Walter Hiers Comedy.

Don't forget that Hiers is known to and liked by all the fans. You haven't very many feature stars to work with who are more widely known or better liked than the rotund Walter. This makes a tie-up on Walter Hiers Comedies of special value to you.

Hiers' personality suggests innumerable exploitation stunts. It may be true or not that nobody loves a fat man, but they all like to laugh at a fat man, and the best part of it is that the fat man is generally a good natured cuss who doesn't mind being laughed at, and even likes to laugh at himself now and then.

\* \* \*

A stunt that never fails to attract great attention is to offer free admission to any man or woman who tips the scale at a certain weight (a big one, of course). Move a big scale in front of your lobby and put a big sign on it offering free admission to any man who weighs 225 pounds or more and every woman who weighs 200 pounds or more. Many variations of this stunt are possible. You can offer a season ticket to the man or woman who weighs exactly the weight mentioned—or any other weight you choose to pick. Fat women's and fat boys' matinees, in which the fat ones are admitted free

and seated in one section in the front of the house, and fat men's night worked in a similar way, would bring the crowds and make them laugh. Your local newspaper should cooperate with you, and be glad to print pictures of the fattest people and give much added publicity to your show.

\* \* \*

Stage a beauty contest for fat girls only with your local newspaper and present the winner to the neighborhood on the stage of your theatre.

\* \* \*

Your local photographer could offer a free photograph to every person over a certain weight who attends the theatre during the showing. Your lobby scale could be used to determine the winners, and the theatre employe who does the weighing should issue certificates to the winners.

\* \* \*

An attractive window display can be arranged with your local tailor, who could decorate his window with many stills showing Walter Hiers and cards which he could prepare himself guaranteeing good fits to fat people.

\* \* \*

A Charleston Contest for Fat People would be a scream. The popularity of this dance makes it a splendid subject for exploitation at this time. The dancing school in your community could assist you in staging this contest, giving free tickets to your theatre to all fat people who enter the contest. The dancing school could pick the leaders, and a final demonstration could be put on at the theatre on the last night of the showing of the comedy. This is another stunt that should attract the cooperation of your newspaper.

## HIERS STARTED TO STARDOM BY GUS EDWARDS

By WALTER HIERS

(Here is a story told by Walter Hiers himself of how he started in the comedy business and how he rose to stardom. It is a good story for newspaper use, especially if illustrated with the cut shown on page three.)

"Go ahead and sing—a little," are the few cautious words Gus Edwards issued that started me on the rough, competitive road to movie stardom.

How good or bad my singing was at that time Gus never let me know, but it must have been pretty good, or else he wanted to get rid of me, because he gave me nine weeks' work.

The next summer I went to New York, where actors told me that the old Lubin film company was seeking a fat boy for a good part. I scoffed at

the movies—which proves that I began a long time ago, because in these latter days an actor may scuff to himself at the movies but the salaries cannot be sniffed at.

Salaries didn't count for much in those days, and I wasn't far enough along on the stage to consider the \$50-a-week offered by Lubin beneath my dignity. I signed for a year, and was promptly sent to Florida for the winter, where I made one-reel comedies. When I came back and completed my contract, I found Tannhauser waiting outside the gate with a \$75-a-week contract, and this was carried through.

From then until my present connection, which is making a series of two-reel Walter Hiers Comedies for Educational Pictures at the Christie Studio, the going has been more smooth, but just the same it is necessary always to keep improving one's self, and this requires constant application to the changing technique of the screen. The film audiences of to-day demand the best comedy with as little buffoonery as possible. I consider "Off His Beat," the first of my new series, to be an example of the type of high class comedy in vogue to-day.

# THIS SHOW BUSINESS

This show business—showmanship—is more salesmanship than anything else.

The successful salesman is a showman just as the successful showman is a salesman.

The best show in the world is a liability unless there is good salesmanship to bring the people to see it.

And a mediocre show has many times made a heap of money for its owners because they knew the value of good showmanship—or good salesmanship.

The elemental principal of salesmanship or showmanship is simply to attract favorable attention to the wares you are selling.

The next is to point out all the good points of the article you are selling.

The final one is to make people want what you are selling.

You are selling entertainment—a whole evening of it.

To sell it you must advertise it in some manner. To sell it most successfully you must advertise ALL OF ITS GOOD POINTS!

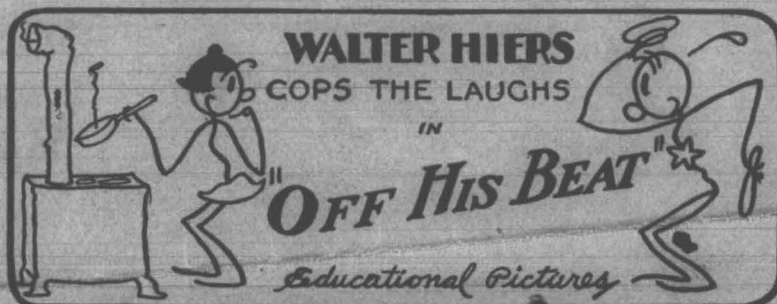
To make people want to see it you must advertise the points of it you know they are looking for—the points you know they will like.

You know they like comedy.

Are you advertising the comedy on your bill? Are you making it a factor to bring people to your theatre, or are you overlooking it and losing many admissions that are sure to come to you through including it in your sales talk—your newspaper advertising?



One Column By One Inch "Ad" Cut  
For Electro Order No. 3820-E  
For Mat (Free) Order No. 3820-M



Two Column by One and One Half Inch "Ad" Cut  
For Electro Order No. 3821-E  
For Mat (Free) Order No. 3821-M

For Three Column Cut on Page One Order  
Electro No. 3822-E Mat (Free) No. 3822-M

## ACCESSORIES

Hand Colored Slides

Four Color One Sheets Four Color Three Sheets  
Duo Tint 11 x 14 Lobby Cards

(Eight Cards to Set)

Black and White 8 x 10 Photos

(Ten Photos to Set)

One Column Newspaper Publicity Cuts and Mats  
One Column Star Cuts and Mats

One Column, One Inch, Newspaper "Ad" Cuts  
and Mats

Two Column, One and One Half Inch, Newspaper  
"Ad" Cuts and Mats

Three Column, Six Inch, "Ad" Cuts and Mats  
(All Mats Free)

Trailers available through National Screen Service  
And the Fullest Cooperation from Your Exchange  
(Cuts and mats must be ordered by number)

## CATCHLINES

### For Newspaper "Ads"

"Off His Beat"—Two reels of hilarious comedy  
with Walter Hiers.

\* \* \*

Added comedy attraction—two screaming reels  
of fun—Walter Hiers in "Off His Beat."

\* \* \*

Fat and funny Walter Hiers in one of his side-  
splitting comedies—"Off His Beat."

\* \* \*

A half-hour of rib-tickling comedy and a hundred  
laughs in Walter Hiers' latest two-reeler, "Off His  
Beat."

\* \* \*

The Spice of the Program—Walter Hiers, fat and  
funny, in two fast and furious reels of comedy.



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